

**COMMERCIAL CONTENT MANAGER FOR PROVIDING COMMERCIAL
CONTENT TO ONE OR MORE MOBILE DIGITAL
CONTENT MANAGEMENT DEVICES**

Abstract of the Disclosure

Aspects of embodiments of the invention include a digital content management system comprising at least one commercial content manager configured to communicate with one or more mobile computing devices. According to one embodiment, the mobile computing devices are in geographic proximity of the commercial content manager. According to another embodiment, the commercial content manager provides digital content to the mobile computing devices such as, for example menus, cross-marketed products, business within geographic proximity, or the like. According to other embodiments, the mobile computing device may indicate the proximity of emergency vehicles and provide parking assistance.

H:\DOCS\JMG\JMG-2523.DOC
071201